

EXHIBIT 25

THURSDAY, JULY 08, 2010

Update on Readers, Traffic, and Sponsors

We're halfway through 2010. Time for an update on Drug Channels readership and sponsors!

As I show you below, blog traffic continues to grow in 2010. We hit a new record in June thanks to [coverage of the CVS-WAG spat](#) and [our exclusive launch of the Walmart white paper](#). Drug Channels traffic now ranks higher than many well-known trade publications. Cool!



I also launched blog sponsorship in 2010, helping a diverse group of companies to connect with the growing Drug Channels community. More sponsors are on the way. [Email me](#) to discuss upcoming opportunities.

As always, I thank you for reading Drug Channels. Please feel free to contact me with comments, complaints, or kudos. You can also connect with me [via LinkedIn](#).

Who Reads Drug Channels?

Based on domain names from our web traffic logs, the blog is read throughout the healthcare and life sciences industries. [Click here](#) to view a list of organizations that visited Drug Channels. As you can see, it's a Who's Who of the industry, including:

- Pharmaceutical manufacturers
- Pharmacy Benefit Managers
- Pharmaceutical wholesalers
- Pharmacies (all types)
- Health care providers
- Government agencies
- Large employers
- Law firms
- Institutional Investors

Don't worry—I can't see the names of any individual readers, just the organization name assigned to your computer network.

How many people read Drug Channels?

Here is a chart of monthly page loads (views) and unique visitors of Drug Channels since I first started collecting data (March 2007). Click the chart to enlarge it.



As you can see, the site's traffic has grown dramatically over the past few years. In June 2010, page views reached 35,000 and there were more than 20,000 unique visitors. FYI, the big dips in 2008 and 2009 correspond to my July and August blogcations, although traffic was still decent thanks to search engines. No blogcation this year!

I was surprised to learn that Drug Channels traffic even ranks higher than traditional media. Here are the Alexa U.S. traffic rankings for Drug Channels along with selected leading trade publications as of July 6, 2010. (Lower is better—[Google.com](#) ranks #1.)

- [Drug Channels](#): #56,503
- [Drug Store News](#): #84,703



Drug Channels is written by Adam J. Fein, Ph.D. Dr. Fein is President of [Pembroke Consulting, Inc.](#) and CEO of [Drug Channels Institute](#). [Read More...](#)

[Email Dr. Fein](#)
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OUR INDUSTRY REPORTS



SPONSORS



- [Pharmaceutical Commerce](#): #240,201
- [Pharmaceutical Executive](#): #358,911
- [Pharmaceutical Manufacturing](#): #367,550
- [Chain Drug Review](#): #468,824

BTW, Alexa has [a neat browser toolbar add-in](#).

You can view real-time traffic statistics for Drug Channels anytime [via Statcounter](#) at the bottom of the right hand sidebar. These summary stats do NOT include domain names.

Sponsorship Opportunities

I am grateful to the following organizations for sponsoring Drug Channels during the past six months:

- ChainDrugStore.net
- Institute for International Research
- Integrichain
- Modern Distribution Management
- Pharmaceutical Care Management Association
- Restat

Sponsorship offers a unique opportunity to reach an engaged audience of professionals from around the industry. Drug Channels sponsors get:

- Premier placement of a banner ad (fixed or animated) in the upper left corner of the blog, i.e., above the fold. This ad can link anywhere—your company's main home page, a special campaign, whatever. The ads appear on every page and are not blockable by a browser add-in.
- A personalized "Sponsor Welcome" blog post
- Permission to reproduce blog posts (with full citation and URL) during the sponsorship period

Please [email me](#) to discuss this opportunity or if you have any questions.



Posted by [Adam J. Fein, Ph.D.](#) on [Thursday, July 08, 2010](#) 0 Comments
Labels: [Blog Administration](#)

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Drug Channels

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\$120,000, but Growth Again Lags ...

3 comments • a month ago

David Zgarick — Thanks for posting this data. I'm a faculty member at a college of pharmacy who has been ...

Observations on the New Walgreens Boots Alliance-Rite ...

8 comments • 6 days ago

MGH — Of the remaining store count in the Pro-Forma Store Profile, I count 13 states with less than 10 ...

Express Scripts-GoodRx Drug ...

2 comments • 2 days ago

Gary — I have read the contract from Express Scripts with its Good-Rx program. The contract a pharmacy ...

New Data Show the Gross-to-Net Rebate Bubble Growing Even ...

5 comments • 22 days ago

D2 First of His Name — We also have to think about the impact of couponing and the associated gaming that ...

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Adam J. Fein
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The Coevolution of Pharmacy Buying
Groups and ... [tinyurl.com/yb999lx4](#)

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DR. FEIN IN THE NEWS

VIEW ARTICLES BY DATE

- 2017 (83)
- 2016 (156)
- 2015 (157)
- 2014 (148)
- 2013 (147)
- 2012 (145)
- 2011 (138)
- ▼ 2010 (139)
 - December 2010 (8)
 - November 2010 (12)
 - October 2010 (11)
 - September 2010 (13)
 - August 2010 (12)
 - ▼ July 2010 (10)
 - CVS-Aetna: Less Than Meets The Eye?
 - Drug Channels News Roundup: Late July
 - Update on Medicaid Drug Rebate Program

How did stolen GSK product end up in pharmacies?
RxRoundtable (sponsor)
Alabama: More Momentum for Cost-Plus
A Victory for Pharmacy Profits in South Carolina
Update on Readers, Traffic, and Sponsors
Drug Channels News Roundup: July 2010

- June 2010 (16)
- May 2010 (11)
- April 2010 (13)
- March 2010 (12)
- February 2010 (10)
- January 2010 (11)

- 2009 (108)
- 2008 (94)
- 2007 (115)
- 2006 (57)

INDUSTRY NEWS AND BLOGS

- ☐ **Chain Drug Review**
Sales decline in June at Fred's Pharmacy
- ☐ **Fierce Pharma**
Endo caves to FDA pressure, will pull Opana ER from the market
- ☐ **Drug Store News - Pharmacy**
Walmart gets specialty pharmacy accreditation from URAC
- ☐ **Matthew Herper (Forbes)**
How Do You Value A Private Company? The Answer Could Affect Martin Shkreli's Fate
- ☐ **STAT**
STAT Plus: Generic trade group sues Maryland over 'unconstitutional' price gouging law
- ☐ **Bloomberg Gadfly**
Celgene is Tardy to This Cancer-Drug Party
- ☐ **Health Affairs Blog**
Beyond "To Close Or Not To Close" Rural Hospitals
- ☐ **The Dose (NCPA)**
ICYMI: 7 June PBM Stories You Need to Read
- ☐ **Eye on FDA**
What They Said – 2nd Quarter 2017
- ☐ **Healthcare Economist**
Quality of your (Social) Life
- ☐ **Biosimilars Review & Report**
A Difficult Road Ahead for a "Pure-Play" Biosimilar Maker
- ☐ **The Catalyst (PhRMA)**
Medicare Monday: It is Medicare's birthday month!
- ☐ **RxTrace**
FDA Delays Enforcement of DSCSA November Deadline: What It Means
- ☐ **PCMA**
Federal Government costs could increase \$24.4 billion over ten years if DIR were reflected at the point-of-service, 2017-2026
- ☐ **Health Business Blog**
Welcome to #CareTalk with CareCentrix CEO John Driscoll
- ☐ **Drug Wonks**
Cutting through the (Us)din
- ☐ **Pharmaceutical Executive**
Keep Compliance Top of Mind

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- ☐ **Inside HSCA**
HSCA Releases Letter of Support for H.R. 749, the "Lower Drug Costs through Competition Act"
- ☐ **Pharmaceutical Commerce**
New solid phase-change material, new passive packaging win industry awards

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